



Negotiation and Request Strategies among Indonesian Buyers on Online Live Streaming

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Abstract

Live streaming has become a popular tool for e-commerce, with a significant impact on consumer behavior. To effectively negotiate and employ request strategies on online live-streaming platforms, it is important to understand the dynamics of communication and interaction in this context, since they are shaped by a multitude of factors such as relational bonds, affective commitment, and real-time interaction. However, the negotiation and request strategies on online live streaming have rarely been investigated. The current study aims to investigate the negotiation and request strategies among Indonesian buyers on online live-streaming. The study involved 119 participants who actively do live streaming on online shopping platforms. The findings show that Indonesian buyers tend to share the experience of a live broadcasting role, the negotiation strategy, special request and product personalization, challenges in online negotiation and requests, and the feedback and reviews in improving buyers' experiences in online shopping. The present study also provides a comprehensive understanding of negotiation and request strategies on online streaming platforms by encompassing effective communication as well as the dynamics of the impact on online purchasing behavior by employing effective communication. Thus, this study provides the implications of the language used in an online environment, particularly online live streaming.

Keywords: Negotiation, Request Strategies, Online Live Streaming, Language among Buyers

Introduction

Negotiation is a process of negotiation between two or more parties in which each has something or more that is needed by the other party to be exchanged with the result of a mutually beneficial agreement (Hsieh et al., 2023). Negotiation is a part of everyday life, and opportunities to negotiate are all around us. Therefore, the negotiation process needs to be carried out properly to provide benefits for individuals and organizations to grow and

develop (Akrouit & Woodside, 2023). The shift in the trading system due to the pandemic has increased the Livestream Shopping or direct selling system. The huge potential of the Indonesian market is the capital for this marketing strategy to grow rapidly.

The live-streaming shopping system continues to grow and is in demand by the public. The benefits obtained from this marketing strategy drive the development of online trade, which is increasingly dominating the world of commerce. The COVID-19 pandemic that emerged two years ago caused a shift in the system. Due to the closure of shopping centers to retail businesses, trade was suspended. The impact of the pandemic and growing technological support has led to new innovations, including in the world of commerce. Changing business strategy is important to keep business running in the face of the pandemic. Changing a physical face-to-face approach to an online approach is one of the marketing strategy innovations that can be chosen. As more and more people are at home during the pandemic, it has an impact on an increase in digital-based transactions or e-commerce. The growth of the e-commerce business is also supported by, among other things, the rise of live-streaming sales strategies, known as livestream Shopping or live commerce.

Live streaming selling is a marketing technique where businesses hold virtual shopping events in real-time (Abuba & Tahir, 2023) to showcase and sell their products to customers (Chen et al., 2022). Live streaming sales are becoming a rising sales channel for businesses. Big stores with well-known brands and retailers and SMEs who do not have stalls can also carry out this marketing strategy (Comuzzi et al., 2008). Both sellers and buyers benefit by utilizing social media to offer products directly. Buyers will be more satisfied and decide to buy quickly because they can see the product directly. Moreover, direct Shopping is synonymous with originality and ease of purchase. Meanwhile, the seller gets a lot of benefits.

Starting in China before the COVID-19 outbreak, live commerce has rapidly penetrated the retail market. The arrival of Alibaba and Taobao live streaming marked the opening of a new chapter in live streaming sales. The Chinese retail giant has pioneered a new approach to marketing strategy that connects online live broadcasts with e-commerce stores to allow consumers to watch and shop at the same time (Locher & Messerli, 2023). Direct commerce is growing rapidly in Indonesia, and it took less than five years to develop into an innovative sales channel with an estimated 10 percent penetration. Therefore, the current study aims to investigate the negotiation and request strategies among Indonesian buyers on online live-streaming.

Literature Reviews

1. Negotiation in marketing communication

The demand for the supply of quality goods and services is related to the interaction between buyers and sellers in the market, which will determine the price level of goods and services prevailing in the market and the number of goods and services to be traded in the market (Zulfa Qatrunnada et al., 2021). This interaction can be explained by understanding the theory of demand and theory. The demand theory is from the consumption theory (Chen

et al., 2022). Consumers are willing to ask for an item at the theme price because it is deemed useful. The lower the price of an item, the consumer tends to buy it in larger quantities (Powell et al., 2020). Demand is the amount of an item that consumers are willing and able to buy at various possible prices within a certain period of time, assuming other things remain the same, various possible quantities of goods to be purchased at various price levels, both high and low prices are collected in the permission list.

Negotiation is one of the most important factors in communicating our wishes to other parties. Negotiations are used to bridge the prayers of different interests, for example, between sellers and buyers (Mihali, 2014). Therefore, for an agreement to occur between the parties, negotiations are needed in every negotiation process. There are always two opposing parties or different points of view. In t order to find common ground or agreement, both parties need to negotiate. So, negotiating expertise is necessary so that negotiations produce the desired agreement together.

Negotiations require strategies and tactics because everyone does not want to lose. Everyone does not want to be forced and appraised (Alexander et al., 1991). Therefore, the best choice is how negotiations can be reached to benefit both parties. Negotiation is the art and skill of processing words, supporting data, and clapping information to produce the best agreement and be accepted by both parties to be carried out as expected, both for personal and group interests (Octavia, 2016).

Negotiations who are skilled at negotiating will know how to respond when differences of opinion must be resolved, including those in conflicts (Latifah et al., 2022). Underestimating a situation in negotiation will create a critical position that can lead to the fulfillment of demands. In other words, negotiation is a process carried out by two or more parties/groups by contrasting through several stages that are mutually to each other. Everyone can be a good negotiator, although it is inevitable that talent may be ascribed to certain individuals. The material used for a good negotiation is communication, or more popularly, effective communication (Lesmana & Valentina, 2021).

2. Online Shopping reflects a cultural lifestyle.

Popular/pop culture "online shopping" creates an increasingly consumptive or extravagant lifestyle in which pop culture is a pattern of behavior (Hasan et al., 2021). Mass online shopping is included in pop culture or popular culture because shopping is an activity that most people like. For some people, this activity can set the mood, please themselves, or can even be a means of entertainment for some people. Shopping is also one of the basic needs, such as shopping for daily and personal needs (Thoumrungroje, 2018).

The development of technology and information has provided many communication changes that have changed people's behavior (Sauw et al., 2022), especially in the Indonesian community. Active internet users in Indonesia in 2019 increased by 150 million people from 143 million in 2018. Changes in the behavior of Indonesian people can be seen in internet use, from people who were previously not actively using the Internet to becoming active internet users. This shows the behavior habits of the Indonesian people who use their time more to use the Internet as one of their daily activities, even as a tool to meet social needs.

That is, technology directly impacts social change for the people of Indonesia through internet use. Besides, internet usage is also experiencing changes in terms of utilization.

The rapid development of information and communication technology in terms of speed and ease of accessing the Internet has inspired the business world to use it as the main medium for marketing products and services (Septiani et al., 2021). Some of the advantages that the Internet has, especially in terms of efficiency, are being able to change the way of selling and buying (Hussain et al., 2020); what used to be consumers shopping offline, shopping directly to the store, and now shopping online without having to bother going to the store. In this era, many people choose to shop online (Ghvanidze et al., 2017).

The use of the Internet, which originally tended to be for marketing communications and imaging, now some have used it as a purchase transaction. Internet purchase transactions are usually called Online Shopping (Dr. Rohit Pawar & Dr. Khushbu Shrimali, 2023). You only need to be connected to the Internet to make buying and selling transactions online, making Shopping easier and saving time. This practical aspect causes consumers, especially Indonesian people, to be interested in shopping via the Internet. Online Shopping is the process of buying goods or services from sellers who sell goods and services via the Internet. This new form of buying and selling activities certainly has many positive values, including making transactions easier, including sellers and buyers not having to bother meeting to make buying and selling transactions, and no need to bother carrying groceries.

Online Shopping usually offers goods by mentioning product specifications, prices, and pictures (Lumintang, 2013). From there, the buyer chooses and then orders the goods, which will usually be sent after the buyer transfers money. Among the advantages that online Shopping has are access features that can be done anywhere, many product choices, you can compare prices easily, you can compare prices easily, lots of options for how to pay, lots of discounts, and it is open 24 hours a day. Consumers don't have to rush because the Internet doesn't close unless the website is down. So that consumers can still get information from an overview of the types of goods they will buy. Online Shopping is fun, but there is a negative impact from online Shopping (Jujjuvarapu et al., 2018).

Research Method

The research method used was a combination of descriptive and causal research designs. This design was used to depict an accurate information of the live-streaming phenomena on online selling platforms. It also aimed to provide a comprehensive understanding of the current's research problem related to the negotiation and request strategy employed by Indonesian buyers on the selling platforms.

In addition, the population is all consumers who use live-streaming shops in the Gorontalo region. The sample consisted of 119 respondents who actively do live streaming on online shopping platforms. Technique sampling was a probability sampling. The data used in this study were primary data obtained by distributing respondents and secondary data. Data collection techniques were conducted by distributing questionnaires. Data measurement was also conducted using a Likert scale. The variables in the present study

included purchase intention, live streaming shop, and affordability of information technology.

In analyzing request strategies among Indonesian buyers on live-streaming posts, a qualitative approach involves systematic steps to capture the subtleties of language, context, and interactional dynamics. The analysis scheme typically draws from pragmatic and discourse analysis frameworks, allowing researchers to explore how language is used to make requests effectively in real-time, interactive settings.

The first step involves data collection, which includes observing live-streaming sessions, recording interactions, and collecting chat logs where buyers make requests. This step ensures that authentic, naturally occurring data is used. The collected data is then transcribed verbatim, including timestamps, emojis, and other non-verbal cues (e.g., GIFs or stickers) often employed in online communication. Transcriptions are formatted systematically to facilitate further analysis.

Next is the coding process, where the data is systematically categorized based on predefined frameworks such as politeness theory or Speech Act Theory. This involves identifying the strategies used (e.g., direct requests, hints, mitigated strategies) and tagging them in the text. The context of the requests is also noted, such as the type of product or the urgency conveyed by buyers. Iterative coding is performed to refine the categories, and discrepancies in coding are resolved through discussion among researchers to ensure reliability.

Finally, the data interpretation and presentation step involves synthesizing the patterns identified, linking them with theoretical concepts, and contextualizing them within Indonesian cultural norms and the digital live-streaming environment. This step often includes identifying how sociocultural factors such as collectivism, hierarchy, and informal speech influence buyers' choice of request strategies. Insights are then presented through narrative descriptions, tables, and visual diagrams to illustrate the findings comprehensively, as illustrated in the following figure.

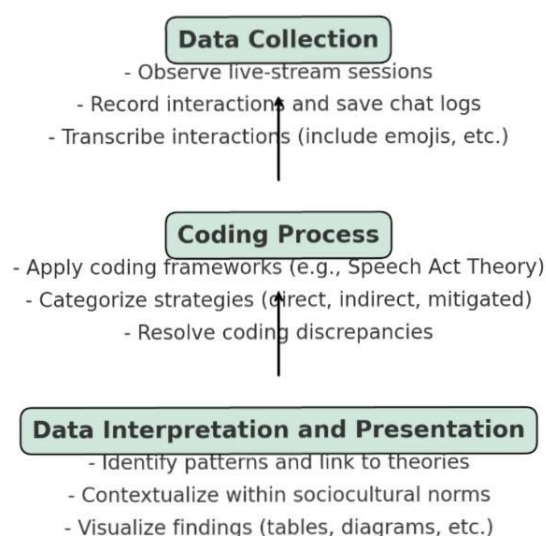


Figure 2 Negotiaon and request strategies among Indonesians buyers on online live streaming

Results

In this digital era, the use of live broadcasts for online Shopping is increasingly popular among Indonesian consumers. More than just a place to transact, live broadcasts become a platform where buyers can actively negotiate and express their requests directly to sellers. This study aims to explore the dynamics of negotiations and demands of Indonesian buyers in the context of live broadcasts on online stores. A complex and dynamic picture can be seen in a series of analyses regarding Indonesian buyers' negotiations and demands in the context of online Shopping via live broadcasts. Through discussing various aspects, it can be stated that the role of live broadcasts has crucial significance in changing the online shopping paradigm in Indonesia. The findings indicate that there are four aspects of negotiations and requests employed by Indonesians buyers on online live streaming, including the role of live broadcasting (31%), negotiation in online shopping (21%), special request and product personalization (20%), challenges in online negotiation and requests (15%), and feedbacks and reviews (13%), as illustrated in the following figure.

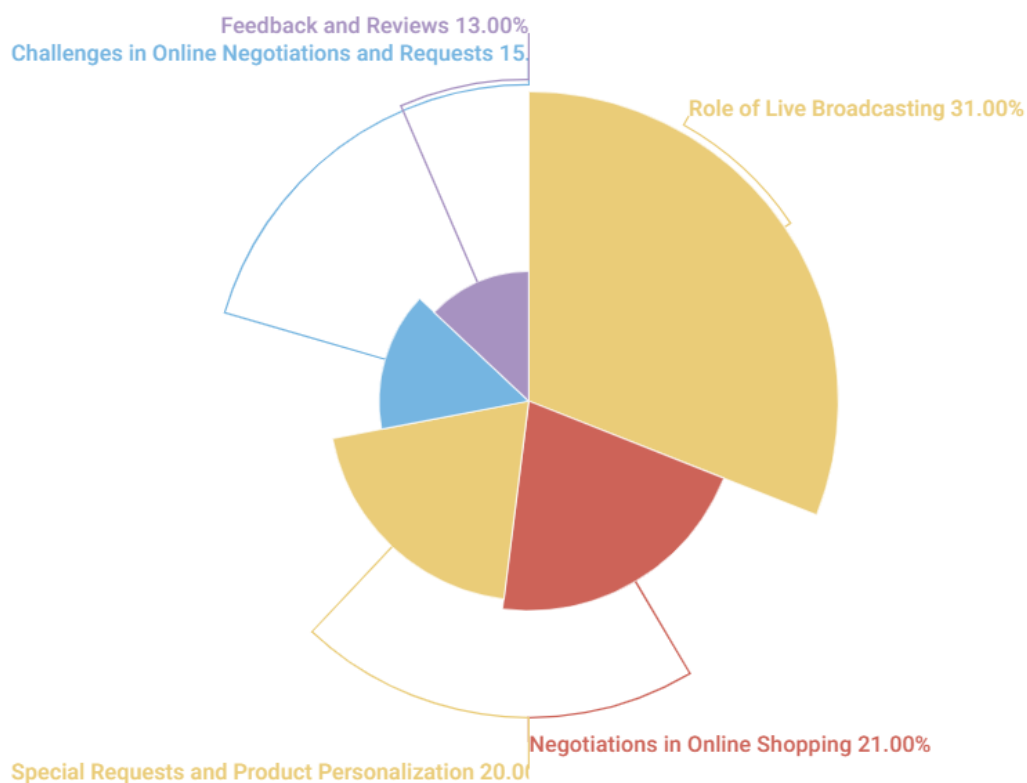


Figure 2 Negotiaon and request strategies among Indonesians buyers on online live streaming

1. The Role of Live Broadcasting in the Online Shopping Experience

In the context of interactive media, we provide how live broadcasts facilitate direct interaction between buyers and sellers and the products offered. The question that needs to be answered is to what extent live broadcasts influence Indonesian consumers' purchasing decisions. In addition, live broadcasts on online shopping platforms are a forum for transactions and an interactive arena where buyers can communicate directly with sellers.

Live broadcasts introduce a dimension of interactivity that provides a more dynamic online shopping experience. Buyers not only observe the product but also have the ability to ask questions, negotiate, and convey requests directly to the seller. This creates a deeper and more personalized engagement between buyers and sellers, enriching the overall shopping experience.

Buyers often engage in inquiry to gather essential information about products and services. This process involves asking questions that can be categorized into several types:

- **Product Information:** buyers may inquire about the specifications, features, and benefits of a product. For instance, a buyer interested in purchasing a smartphone might ask about battery life, camera quality, and software updates.
- **Pricing and Discounts:** questions regarding pricing, available discounts, and payment options are common. Buyers may seek clarification on whether a promotional offer applies to their intended purchase.
- **Post-Purchase Support:** inquiries about warranty, return policies, and customer support are crucial for buyers to understand their rights and the level of service they can expect after the purchase.

2. Negotiations in Online Shopping in Indonesia

We examine the negotiation tactics commonly used by Indonesian consumers on live broadcast platforms and the impact of negotiation success on buyers' satisfaction levels. In the context of negotiations, Indonesian buyers appear to use a variety of tactics to obtain the best value from their transactions. These tactics include negotiating prices, providing discounts, and offering special packages. How successfully negotiations are conducted influences the level of buyer satisfaction, creating a positive relationship between buyer and seller.

Negotiating prices in online shopping has become a common practice, particularly in consumer-to-consumer (C2C) platforms. Joo emphasizes that successful sellers in C2C e-commerce must maintain high feedback ratings to command price premiums while also offering substantial discounts compared to business-to-consumer (B2C) models (Joo, 2015). This dynamic creates a competitive environment where buyers are encouraged to negotiate, leveraging seller feedback and market conditions to secure better deals.

3. Special Requests and Product Personalization

It focuses on how Indonesian buyers tend to convey specific product-related requests and the extent to which sellers can fulfill consumers' requests for product personalization. Moreover, the extent to which sellers can fulfill these requests for product personalization is closely tied to their operational capabilities and the reliability of their electronic systems. The implementation of personal data protection policies in Indonesia, as mandated by the Electronic Information and Transaction Law, emphasizes the need for sellers to maintain robust electronic systems that can handle consumer data securely. This reliability is crucial, as it directly impacts the sellers' ability to offer personalized products that meet consumer expectations without compromising data security. The interplay between consumer

requests for personalization and the sellers' capacity to deliver such tailored experiences is thus a critical area of focus for businesses operating in Indonesia.

Indonesian buyers are not satisfied only by choosing existing products but also often make special requests regarding products or services. The trend in demand for product personalization reflects consumers' desire for a shopping experience that is unique and tailored to their personal preferences. The response and fulfillment of such requests by sellers can influence customer satisfaction and loyalty levels. Furthermore, the demand for halal products, particularly in the cosmetics and personal care sectors, illustrates another dimension of consumer requests in Indonesia. The increasing awareness of halal standards among consumers has led to a significant market for halal-certified products, prompting sellers to adapt their offerings accordingly. This adaptation not only fulfills consumer requests but also aligns with broader cultural and religious values, thereby enhancing brand loyalty and consumer trust.

4. Challenges in Online Negotiations and Requests

Challenges in online negotiation and requests among Indonesian buyers provide how technical obstacles can affect the smoothness of the negotiation process and fulfillment of requests, as well as whether transaction security affects the level of buyer confidence in online transactions. Various technical obstacles, such as signal interference or low video quality, can hinder the smooth negotiation process and create additional challenges. Transaction security is also a crucial issue that influences the level of buyer confidence in carrying out online transactions. Merchants need to actively address these barriers to ensure a smooth and safe shopping experience.

Moreover, the shift in consumer behavior towards online shopping has introduced new challenges for both buyers and sellers. As consumers increasingly prefer online transactions over traditional face-to-face interactions, they may encounter difficulties in assessing product quality and seller reliability. This shift necessitates that sellers enhance their online presence through effective marketing strategies and robust customer service to address the concerns of potential buyers. For instance, the integration of customer reviews and feedback mechanisms can significantly influence consumer trust and decision-making.

Additionally, the influence of brand trust cannot be understated in the context of online negotiations. Research indicates that trust in brands mediates consumer behavior and purchasing intentions in online settings. Therefore, sellers must cultivate brand loyalty through consistent quality and positive consumer experiences, which can help alleviate the apprehensions buyers may have during negotiations.

Another critical aspect is the role of emotional intelligence in online shopping behavior. Female consumers, who dominate the online shopping landscape in Indonesia, often exhibit unique shopping behaviors influenced by their emotional responses. Understanding these emotional dynamics can help sellers tailor their negotiation strategies and product offerings to better meet the needs of their target audience.

Therefore, Indonesian buyers face several challenges in online negotiations and requests, influenced by cultural norms, technological advancements, and shifting consumer

behaviors. Sellers must navigate these complexities by fostering trust, enhancing e-service quality, and adapting to the emotional and cultural needs of consumers to succeed in this dynamic market.

5. Role of Feedback and Reviews in Improving Indonesian Buyers' Experience

Giving feedbacks explains the influence of buyer reviews and feedback on live broadcasts on the purchasing decisions of other potential consumers. Additionally, it provides how sellers can use feedback to improve service and the buyer experience. Reviews and feedback from buyers greatly impact potential consumers' purchasing decisions. The positive influence of reviews can increase trust and encourage potential buyers to make transactions. Additionally, sellers can use feedback to continuously improve the quality of their services and products, creating a better shopping environment.

Moreover, the quality of service and product offerings is essential in influencing customer satisfaction, which directly correlates with purchasing decisions. Studies have shown that service quality significantly impacts customer satisfaction, which subsequently affects purchasing intentions. For instance, the quality of interaction and the physical environment of the shopping experience are critical factors that consumers consider when making purchasing decisions. This is particularly relevant in the Indonesian market, where the rapid growth of online shopping has made customer reviews and service quality even more significant.

In addition to service quality, the emotional aspect of customer reviews cannot be overlooked. The sentiment expressed in reviews—whether positive or negative—can significantly influence other consumers' perceptions and decisions. Negative reviews, in particular, can deter potential buyers and damage a brand's reputation, highlighting the importance of managing customer feedback effectively. Conversely, positive reviews can create a favorable impression and encourage purchases, demonstrating the power of consumer feedback in the digital marketplace.

Discussions

In this series of discussions, we have explored how Indonesian buyers' negotiations and demands are important in the online shopping experience via live broadcast. A deep understanding of these dynamics is expected to help sellers and buyers achieve more meaningful and satisfying transactions on the platform.

Moreover, the live-streaming shopping system continues to grow and is in demand by the public (Zhang & Tang, 2023). The benefits obtained from this marketing strategy are driving the development of online trading, which increasingly dominates the world of commerce. The impact of the pandemic and the growing support for technology have given rise to new innovations, including in the world of commerce. Pandemic blow and support. The ever-developing technology has given rise to new innovations, including in the world of commerce. Changing business strategy becomes important so that the business continues to

run in the face of the pandemic. Changing the physical face-to-face approach to an online one is one of the marketing strategy innovations that can be chosen.

As people stay home during the pandemic, digital-based transactions or e-commerce have increased. The e-commerce business in Indonesia is increasingly promising (Saputra & Fadhilah, 2022). The growth of the e-commerce business has been supported, among other things, by the rise of the direct streaming sales strategy, also known as Livestream Shopping or live commerce. Live stream sales are a marketing technique in which businesses hold virtual shopping events in real-time to showcase and sell their products to customers. Live streaming sales are becoming a rising sales channel for a business (Li et al., 2022). Not only large shops that already have well-known brands but also retailers and MSME players who do not have stalls can carry out this marketing strategy. By utilizing social media to offer products directly, sellers and buyers will be more satisfied and quickly decide to buy because they can see the product directly. Moreover, direct Shopping is synonymous with originality and ease of purchase (Gu et al., 2023). Meanwhile, the seller also gets many benefits.

Moreover, fashion products (clothing and fashion) take the largest portion, with a share of 36 percent, followed by beauty and food products, each with around 7 percent. Electronic products accounted for about 5 percent, while home furnishings and decorations accounted for nearly 4 percent. The Chinese success story is attracting the interest of retailers and consumers around the world (Gu et al., 2023; Li et al., 2022; Zhang et al., 2022). Astound Commerce found that between March 2020 and July 2021, Europe recorded the highest increase in live-streaming purchases since the start of the pandemic by 86 percent, surpassing the Middle East (76 percent) and North America (68 percent).

Fashion products (clothing, bags, shoes, and others) are still the favorite of this live-streaming shopping system, attracting interest from 7 out of 10 respondents. Consumer satisfaction that can immediately see the fashion products offered (models, materials, colors, sizes) often exhibited by models, not just looking at photos or pictures, is an added value that can influence consumer buying decisions. Other products that are in high demand through Livestream Shopping are food, beauty, and household products. The prospect of direct streaming sales in the Indonesian market is quite promising (Saputra & Fadhilah, 2022). Ipsos's research found that as many as 78 percent of consumers had heard of and knew about alternative shopping through live streaming, 71 percent had even accessed it, and 56 percent admitted that they had purchased products via live streaming during the pandemic.

Indonesia is also a potential market for e-commerce development, including Livestream Shopping. McKinsey reports that Indonesians are among the most enthusiastic users of digital technology in the world. The average Indonesian spends four hours daily accessing the Internet on their mobile device (twice the US average). Online trading is also growing rapidly. It is recorded that 30 million Indonesians are currently transacting online, creating a market of at least US\$8 billion. The market is predicted to grow to US\$40 billion and above in the next five years. Sixty percent of sales are contributed by online trading through marketplaces, including Tokopedia, Shopee, and Lazada. The rest is done through trading through social media: Facebook, Instagram, YouTube, Twitter, TikTok, and others. The prospect of online trading will be even greater because of the wider market reach. In

fact, consumers in provinces outside Jakarta spend an average of 10 percent more than consumers in Jakarta. New consumption levels are also predicted to grow in over 30 markets as online commerce provides consumers with more choices, greater accessibility, and more competitive prices.

Conclusion

As explained, the findings show that there are four aspects of negotiations and requests employed by Indonesian buyers on online live streaming, including the role of live broadcasting, negotiation in online shopping, special request and product personalization, challenges in online negotiation and requests, and feedbacks and reviews. In addition, an exploration of the dynamics of negotiations and demands of Indonesian buyers in online stores via live broadcasts brings a deep understanding of the paradigm shift in online Shopping. Live broadcasts are not only a place to shop but also an interactive space that opens up new opportunities for communication and transactions. Sellers who are able to respond to these dynamics can effectively create a positive shopping experience, while buyers can enjoy flexibility and uniqueness in getting the products they want. Therefore, a positive response to live broadcast interactivity can be a driver of positive growth in online shopping trends in Indonesia.

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